It’s become the drink of the summer, a tin can of flavoured water that comes in 15 different flavours, from passionfruit to grapefruit – but more than that it’s now a social media sensation- influencing the realms of fashion, art and design.

Where did this new drink come from? Well it’s not actually that new, the All-American drinks company has been around for over 30 years, sidestepping traditional marketing. Instead, it has used the standout design, from its iconic blue wording to its colourful cans, to become immediately identifiable. It’s been a shelf staple for a while, but this summer it’s been propelled into stardom. Part of the brand’s success lies in the product design, and the other part is that the company was savvy enough to realise that the consumer appetite for wellness was building, and consumers would want healthy beverage alternatives to sweet sodas.

But that wasn’t the full brand strategy, they also teamed up with wellness influencers who became brand ambassadors- such as Daniella Draughton (the competitive runner and triathlete) who is the LaCroix Running ambassador. The brand continued to showcase the product at traditional locations such as the food tradeshow The Summer Fancy Food Show, but also appealed to GenZ consumers with a presence at Coachella Festival in 2015, as the only sparkling water at Jeremy Scott’s poolside party, constantly building the brand community.

And with all things that are trending, the fashion and art world have been influenced by the excitement around this brand and are creatively reimagining the drinking cans. Packaging has never been so popular.

Design and retail studio Lot, Stock and Barrel have created customised LaCroix denim jackets.

Read full article here: http://www.wgsn.com/blogs/lacroix-sparkling-water-design-success/